

Abstract

Objectives This research is done to help local company like PT. Bintang Rejeki to gain more of the customer's attention by creating a suitable and consistent corporate identity and media applications for the company. **Method** Both qualitative and quantitative researches are conducted to find significant and supporting data. Got related theories from the books, interview with the owner and distributing 100 questionnaires manually to random people, mostly adults. **Results**

The research shows that most people are not aware of the company; they feel that the company's current identity is not suitable and need to be improved. **Conclusion** Based on the research, the author concludes that there is an opportunity for the company to outshine its competitors and gain more of the customer's attention by having an interesting and simple (easy to understand) corporate identity. Also to have a consistent design hence it is easier to remember.

Keywords

Comfortable, Neat, Timeless